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Planning

## **Advertising Income Generation Schemes**

NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-017112

Procurement identifier (OCID): ocds-h6vhtk-03d6d2

Published 16 June 2023, 8:48am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)

Procurement Services, Cardiff and Vale University Local Health Board, Woodlands House, 2nd Floor, Maes-Y-Coed Road

Cardiff

CF14 4HH

#### **Contact**

Emma Lane

#### **Email**

[emma.lane@wales.nhs.uk](mailto:emma.lane@wales.nhs.uk)

#### **Telephone**

+44 02921508264

**Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<http://nwssp.nhs.wales/ourservices/procurement-services/>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0221](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0221)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Health

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Advertising Income Generation Schemes

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The Cardiff and Vale University Local Health Board (UHB) would like to explore utilising their sites and space to deliver vital revenue income through the use of advertising schemes with a view to reinvest into healthcare services.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79341000 - Advertising services

#### **II.2.3) Place of performance**

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

#### **II.2.4) Description of the procurement**

Cardiff and Vale University Health Board is one of the largest integrated healthcare organisations in Europe. The Health Board employ approximately 14,500 staff, and spend around 1.4 billion GBP every year on providing health and wellbeing services to a population of around 472,400 people living in Cardiff and the Vale of Glamorgan. The Health Board also serves a wider population across South and Mid Wales for a range of specialties such as specialist children's services, renal services, cardiac and thoracic

services, neurosciences, bone marrow transplantation and medical genetics.

The Health Board is seeking to understand potential opportunities to generate sustainable income for example, from advertising on or within Health Board buildings/space and assets or via our digital platforms and therefore, have issued this PIN to engage with industry on their creative solutions or concepts. The Health Board would welcome expressions of interest which could lead to meetings or a supplier engagement event to explore the identified themes with a view to progressing any procurement opportunities.

If you have an interest in this area and could support the Health Board to develop and deliver income generation, please send an email to the named contact above with a short brief on your interest and potential solutions. This will help the Health Board to direct your interest to the correct area for discussion.

### **II.3) Estimated date of publication of contract notice**

1 August 2023

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section VI. Complementary information**

### **VI.3) Additional information**

Prospective suppliers should note that NHS Shared Services Partnership - Procurement Services is acting on behalf of Cardiff and Vale University Local Health Board.

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